

**Abstract:**

The present invention provides a process for the preparation of gels of alkali and alkaline earth metal salts of organic carboxylic salts useful as nucleating agents for polyolefins and a process for incorporating nucleating agents in polyolefins in which a nucleating agent in solvent gel form is mixed with a polyolefin polymer by mechanical mixing and optionally compounded with other ingredients after removal of solvent by blowing air followed by extrusion resulting in a composition having higher crystallization temperature and smaller size of spherulites than the composition in which the nucleating agent is incorporated in polypropylene composition as a solid powder or by spraying solution of the nucleating agent in low boiling solvent.